

Notice: This application is authorized by s. 283.37, Wis. Stats., and chs. NR 151 and 216, Wis. Adm. Code. Personally identifiable information on this form may be used for other program purposes and may be made available to requestors under Wisconsin's Public Records laws and be posted on the Department's internet site.

Instructions: Complete the following for all permit applications. If additional space is needed to respond to a question, attach additional pages. Provide descriptions below that explain the program activities that you expect to develop and implement to comply with the Municipal Separate Storm Sewer System (MS4) general permit (<http://dnr.wi.gov/org/water/wm/nps/stormwater/muni.htm>). Section 3 of the MS4 general permit contains the compliance schedules that direct when the individual program activities need to be developed and submitted to the Department for review. The detailed programs that are developed and submitted to the Department for review may deviate from the program activities described below if necessary. The descriptions provided below are necessary for the Department to verify that the municipality's program activities comply with the permit.

Section I: Applicant Information

Name of Municipality

Town of Onalaska

Mailing Address

W7052 Second Street

City

Onalaska

State

WI

Postal Code

54650

County(s) in which Applicant is located

LaCrosse

Type of Municipality: (check one)

☐ County

☐ City

☐ Village

☒ Town

☐ Other (specify)

Section II: Local Contact Information (check one):

Name of Municipal Contact Person

David Paudler

Title

Town Chairman

Mailing Address

W7052 Second Street

City

Onalaska

State

WI

Postal Code

54650

E-mail address

townofonalaska@charter.net

Telephone Number (include area code)

608-783-4958

Fax Number (include area code)

608-779-9605

Section III: Water Quality Concerns

Yes	No	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Does any part of the MS4 discharge to an outstanding resource water (ORW) or exceptional resource water (ERW) listed under s. NR 102.10 or 102.11, Wis. Adm. Code? (An unofficial list of ORWs and ERWs may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Does any part of the MS4 discharge to an impaired waterbody listed in accordance with section 303(d)(1) of the federal Clean Water Act, 33 USC § 1313(d)(1)(C)? (A list of Wisconsin impaired waterbodies may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html)

Section IV: Area and Population Within the MS4

Yes	No	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Is the MS4 within an "Urbanized Area" as defined by U.S. EPA? (See http://www.epa.gov/npdes/pubs/fact2-2.pdf)

If no, skip the rest of this section and continue to Section V. If yes, estimate the area served by and the population within the MS4 in an Urbanized Area (UA).

(Urbanized Area maps are available on the EPA web site at: <http://cfpub1.epa.gov/npdes/stormwater/urbanmaps.cfm>)

Total municipal area (in square miles):	Total municipal population (in year 2000):
44.41	5,210
MS4 service area within Urbanized Area (in square miles):	Municipal population within Urbanized Area (in year 2000):
4.5	~2,000

Section V: Potential Permit Exemption

Yes	No	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Section NR 216.023, Wis. Adm. Code, allows certain MS4s that have less than 1000 people residing in an urbanized area to be waived from having to obtain municipal storm water permit coverage.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Do you believe that the MS4 may be eligible for this potential exemption?

Section VI: Summary of Municipal Storm Water Program Activities

Describe the programs or activities the municipality is doing or will do to comply with the requirements of the MS4 general permit. Attach additional pages if necessary.

A. Public Education and Outreach

Describe the public education and outreach program activities that the municipality will implement to comply with section 2.1 of the MS4 general permit.

The Town of Onalaska will hold public informational meetings and/or mail out information to increase public awareness of stormwater pollution on the water of the state. These meetings and/or mailings shall be implemented before the permit deadline of 24 months after the start date. The public education and outreach materials will address the following:

1. Promotion of detection and elimination of illicit discharges into and from the municipal storm sewer system and the detrimental impact to water quality. Specific identification of industrial discharges to the storm sewer system, and development of a public understanding that the storm sewer system does not receive municipal waste water treatment.
2. Educational material will be acquired or produced on the proper management of potential pollutants, such as automotive waste, pet waste, household hazardous waste as well as other household substances and practices which might adversely impact water quality.
3. The promotion of the beneficial onsite use of leaves and grass clippings (composting) and the proper use of fertilizers and pesticides will be addressed.
4. Education of landowners on shoreline and stream banks to minimize erosion, restore and enhance the ecological value of waterways.
5. The promotion of the infiltration of residential stormwater into lawns and away from the Municipal system. Distribute information on rain garden design for residential developments.
6. Inform, educate and enforce the design, installation and maintenance of construction site erosion control and stormwater management facilities.
7. Identify business, commercial or industrial activities which may pose a stormwater contamination concern and educate the specific audience on methods of prevention.
8. Promote land development in an environmentally sensitive manner.

B. Public Involvement and Participation

Describe the public involvement and participation program activities that the municipality will promote to comply with section 2.2 of the MS4 general permit.

The Town of Onalaska shall hold a series of informational meetings and/or distribute informational documents to encourage public input and participation regarding the requirements and goals of the Municipal Stormwater Management Program. One specific aspect that will be added to any public hearings that the Town holds to review new developments will be an agenda item that requests public input on stormwater issues. These public involvement and participation elements will be implemented before 24 months after the permit start date.

C. Illicit Discharge Detection & Elimination

Describe the illicit discharge detection and elimination program authority and activities that the municipality will develop and implement to comply with section 2.3 of the MS4 general permit.

The Town of Onalaska will review and, if necessary, upgrade its ordinances to prevent the discharge, spilling or dumping of non-stormwater substances or materials into the municipal stormwater system within 30 months of the permit start date.

Procedures for responding to known or suspected illicit discharges will be put into place within 30 months of the permit start date.

Within 36 months of the permit start date the Town of Onalaska will complete an initial screening of non-stormwater discharges. During dry periods, the major outfalls will be monitored. If flow is present, its characteristics, (color and rate) will be noted and the Town will attempt to follow it to its source. If water quality data are collected from on going field screening, the results will be provided to WDNR.

D. Construction Site Pollution Control

Describe the construction site pollutant control program authority and activities that the municipality will develop and implement to comply with section 2.4 of the MS4 general permit.

The Town of Onalaska will review and, if necessary, adapt its ordinances to incorporate the requirements of NR 216 and NR 151. These ordinances will set the Town staff assigned to do the inspections and enforce the stormwater ordinances. It will detail the inspection frequency, documentation requirements and enforcement mechanisms.

E. Post-Construction Site Storm Water Management

Describe the post-construction storm water management program authority and activities that the municipality will develop and implement to comply with section 2.5 of the MS4 general permit.

The Town of Onalaska will review and, if necessary, adapt or produce an ordinance to regulate the post-construction stormwater discharges from new development and redevelopment sites.

The ordinance shall apply to construction sites of one acre or more on smaller sites of a larger common project.

Design criteria, standards and specifications will be developed to be equivalent to the Wisconsin Stormwater Manual. ,
The criteria will leave options for new developing technology.

Long term maintenance agreements will be required of proposed developers and landowners.

Inspection time tables and enforcement procedures will be put into place to ensure the long term maintenance of these facilities.

The goal of the required Stormwater Management Plan is to increase the quality of the waters of the State, in our case the Lower Black River and Mississippi Rivers and Lake onalaska. The goal is to reduce the total suspended solids going into waters of the State by 20% by March of 2008 and 40% by March of 2013.

The Town of Onalaska will evaluate its existing storm water system to determine the feasibility of increasing the suspended solids removal rate.

A DNR pollutant loading analysis with no management practices in place will be completed. This will determine the theoretical annual average total suspended solids generated. This average will be used to calculate the percent reduction.

The proposed Stormwater Management Plan will lay out the requirements for the annual report. These requirements should include a review of past expenditures, a budget for next year, identify progress made and address any known water quality issues.

F. Pollution Prevention

Describe the pollution prevention program activities that the municipality will implement to comply with section 2.6 of the MS4 general permit.

The Town of Onalaska shall perform computer modeling to establish a base rate of pollutants (TSS) being washed into the near by waters of the State.


The Town will identify where it stores road repair and maintenance materials and determine ways to reduce the risk of pollutants moving from these storage areas.

The Town will develop a rain garden for its public building to promote public use of these infiltration facilities.

The Town will assess its vehicle maintenance practices and facilities and adjust activities when pollution risk can be improved.

Section VII: Certification

I hereby certify that I am an authorized representative of the municipality that is the subject of this application for general permit coverage, and that the information provided is true and complete, to the best of my knowledge. I understand that Wisconsin law provides severe penalties for submitting false information.

Authorized Representative Name David Paudler	Title Chairman	
Signature 	Date Signed 5-31-2006	
E-mail address townofonalaska@charter.net	Telephone Number (include area code) 608-783-4958	Fax Number (include area code) 608-779-9605

Return this completed form to:

Wisconsin Department of Natural Resources
Storm Water Program – WT/2
PO Box 7921
Madison, WI 53707-7921